

Appendix G

IPET Communications Efforts

The IPET communications efforts have followed the IPET charge to forward information to the public as quickly as possible through various methods. In all aspects, IPET has responded as quickly as possible, truthfully, and accurately to media requests and has proactively sought out media opportunities at all levels.

IPET media interaction has been on-going since the earliest data collection efforts immediately following Hurricane Katrina. To date, IPET has interacted with more than 100 media contacts, including national media such as the New York Times, Wall Street Journal, Los Angeles Times, National Public Radio, NBC News, CBS News, ABC News, CNN, etc. Special attention has been made to inform citizens in New Orleans and Southeast Louisiana who have a vested interest in IPET activities. Our communications efforts have included numerous repetitive contacts with the leading newspapers, radio stations and television stations in Louisiana.

IPET communication staff is also coordinating with the External Review Panel communications staff at the American Society of Civil Engineers (ASCE) and with the communications staff at the National Research Council (NRC) to effectively inform the public of our interaction and our responsibilities to our citizens. A news conference was held in conjunction with ASCE at the IPET Report 1 release on Jan. 10, and IPET supported media interviews at the NRC meeting in New Orleans on Jan. 18. Media opportunities will be scheduled for subsequent IPET report releases to ensure maximum dissemination of information to the public.

As a team, all IPET members have been made available for media interaction. This has included both Corps of Engineers and non-Corps members. Media support from both IPET team members, such as the Harris County Flood Control District, and IPET contractors, such as Rensselaer Polytechnic Institute, have been instrumental in informing the public of the activities of IPET.

IPET has also worked closely with other Corps of Engineers organizations in the affected areas of Southeast Louisiana, such as Task Force Guardian, the New Orleans District, and the Mississippi Valley Division to provide accurate and useful information to the public.

IPET information products (news releases, bios, etc.) have been posted on both the IPET public web site (<https://ipet.wes.army.mil>) and the Corps of Engineers public web site (www.usace.army.mil).

Communications efforts have also included professional videotaping of IPET modeling activities to share with documentary production companies, news crews and for historical purposes.

A USACE news release requesting relocated residents of the greater New Orleans area who stayed during Hurricane Katrina and personally witnessed flooding due to levee overtopping or floodwall breaching before relocating to provide information, photos, and any other related data to IPET was published on 16 February, 2006. Anyone with information may contact the IPET through the IPET web site (<https://ipet.wes.army.mil>). Information can also be e-mailed to Katrina.Accounts@usace.army.mil or eyewitnesses can call toll free 1-866-502-2570, extension 5004.